

LINCOLN UNIVERSITY IN PARTNERSHIP WITH
TEMPLE CIBER AND PENN LAUDER CIBER PRESENTS

INTERNATIONAL BUSINESS CONFERENCE

✧ **Lincoln University International Cultural Center** ✧

Friday, March 12, 2010

7:30 a.m. - 7:30 p.m.

Lincoln University cordially invites all HBCUs
and Institutional Partners to a conference on

Educating HBCUs for the Global Marketplace 2010



Registration Deadline Feb. 22, 2010:

- ▶ For Registration Information, Contact:
Eunita Booker
484-365-7394 / ebooker@lincoln.edu
- ▶ For Information about Conference
Topics, Contact:
Dr. Oswald Richards
484-365-7377 / orichards@lincoln.edu
- ▶ For Conference Logistics, Contact:
Professor Robert A. Allen
484-365-7395 / rallen@lincoln.edu
- ▶ For Hotel Information:
Jane Cropper
610-444-9100 / jane.cropper@hilton.com

The topics are as follows:

Morning Session

- ▶ Making Profits and Social Responsibility Initiatives:
Can Companies Do Both?
- ▶ Preparing Students for the Global Marketplace:
Reshaping the Business Curriculum in Response
to Emerging Trends and Events

Afternoon Session

- ▶ U.S. Multinationals in a Global Marketplace
- ▶ Global Immigration and Job Outsourcing

Keynote Address

T.J. Marta

Founder and Chief Market Strategist

- ▶ Globalization and Global Interdependence:
Causes and Consequences